

INVENTORSHIP DECLARATION BY JOINT INVENTORS

I HEREBY DECLARE THAT:

My residence, mailing address, and citizenship are stated next to my name in PART A hereof.

I believe I am the original, first, and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled

USING PAGE-VIEW DATA TO PROJECT DEMAND FOR AN ITEM

the specification of which:

is attached hereto.

was filed on _____ as Application No. _____ and
was amended on _____ (if applicable).

I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with 37 CFR §1.56, including, for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim priority benefits under 35 USC §119(a)-(d) or (f), §172, or §365(a)-(b) of any foreign or international application(s) for patent or inventor's certificate listed in PART B hereof and have also identified in PART B hereof any such foreign or international application having a filing date before that of the application of which priority is claimed.

I hereby declare that all statements made herein of my knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon. I understand that the execution of this document does not in itself establish an attorney-client relationship between the undersigned and Perkins Coie, LLP, or any of its attorneys.

INVENTORSHIP DECLARATION BY JOINT INVENTORS

PART A: INVENTOR INFORMATION AND SIGNATURE

Full name of FIRST inventor: Suresh Kumar

Citizenship: IN Mailing Address: 1200 12th Avenue South, Suite 1200
Seattle, Washington 98144-2734

Residence (if different): Issaquah, Washington

Inventor's Signature: V. S. S. Kumar Date: 25 Aug 2003

Full name of SECOND inventor: Krishna Motukuri

Citizenship: IN Mailing Address: 1200 12th Avenue South, Suite 1200
Seattle, Washington 98144-2734

Residence (if different): Seattle, Washington

Inventor's Signature: M N Motukuri Date: 8/20/2003

Full name of THIRD inventor: Lekha Achuthan Bhargavi

Citizenship: IN Mailing Address: 1200 12th Avenue South, Suite 1200
Seattle, Washington 98144-2734

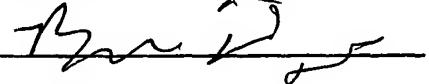
Residence (if different): Seattle, Washington

Inventor's Signature:  Date: Aug 21 2003

Full name of FOURTH inventor: Bryan Lee Taylor

Citizenship: US Mailing Address: 1200 12th Avenue South, Suite 1200
Seattle, Washington 98144-2734

Residence (if different): Seattle, Washington

Inventor's Signature:  Date: 8/21/2003

Full name of FIFTH inventor: Sachin Jain

Citizenship: IN Mailing Address: 1200 12th Avenue South, Suite 1200
Seattle, Washington 98144-2734

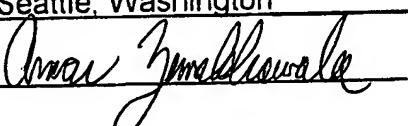
Residence (if different): Issaquah, Washington

Inventor's Signature: Sachin Jain Date: 08/21/03

Full name of SIXTH inventor: Amar Zumkhawala

Citizenship: US Mailing Address: 1200 12th Avenue South, Suite 1200
Seattle, Washington 98144-2734

Residence (if different): Seattle, Washington

Inventor's Signature:  Date: 8-21-2003

INVENTORSHIP DECLARATION BY JOINT INVENTORS

**PART B: CLAIM TO PRIORITY OF FOREIGN APPLICATION(S) UNDER 35 U.S.C. § 119(a-d)
and (f) § 172, or § 365(a)-(b)**

| Country | App. No. | Filing Date | Priority Not Claimed |
|---------|----------|-------------|--------------------------|
| | | | <input type="checkbox"/> |
| | | | <input type="checkbox"/> |
| | | | <input type="checkbox"/> |

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: SURESH KUMAR ET AL.

FILED: CONCURRENTLY HEREWITH

FOR: USING PAGE-VIEW DATA TO PROJECT
DEMAND FOR AN ITEM

Power of Attorney by Assignee and Certification
Under 37 C.F.R. § 3.73(b)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

I, the undersigned, acting on behalf of the Assignee of the entire right, title and interest in the above-identified patent application, by virtue of an Assignment filed concurrently herewith, appoint the attorneys and agents listed below to prosecute this application and transact all business with the U.S. Patent and Trademark Office in connection therewith. This appointment is to the exclusion of the inventor(s) and their attorney(s) and agent(s) in accordance with the provisions of 37 C.F.R. § 3.71.

All prior powers of attorney for this application are hereby revoked. The Assignee hereby appoints

STEPHEN E. ARNETT, Registration No. 47,392
RODGER K. CARREYN, Registration No. 50,774
BRIAN R. COLEMAN, Registration No. 39,145
CHRISTOPHER DALEY-WATSON, Registration No. 34,807
PETER J. DEHLINGER, Registration No. 28,006
DAVID BOGART DORT, Registration No. 50,213
DAVID T. DUTCHER, Registration No. 51,638
LEEANN GORTHEY, Registration No. 37,337
JOSEPH HAMILTON, Registration No. 51,770
PAUL L. HICKMAN, Registration No. 28,516
EDWARD S. HOTCHKISS, Registration No. 33,904
STEVEN KELLEY, Registration No. 43,449
JONATHAN P. KUDLA, Registration No. 47,724

STEVEN D. LAWRENZ, Registration No. 37,376
JACQUELINE F. MAHONEY, Registration No. 48,390
SHAILESH MEHRA, Registration No. 44,934
JUDY M. MOHR, Registration No. 38,563
CHUN M. NG, Registration No. 36,878
NGUYEN H. NGUYEN, Registration No. 43,334
REBEKKA C. NOLL, Registration No. 46,962
KENNETH H. OHRINER, Registration No. 31,646
PAUL T. PARKER, Registration No. 38,264
MAURICE J. PIRIO, Registration No. 33,273
TIM R. SEELEY, Registration No. 53,575
LAUREN SLIGER, Registration No. 51,086
LARRY W. THROWER, Registration No. 47,994
GLENN E. VON TERSCH, Registration No. 41,364
JOHN M. WECHKIN, Registration No. 42,216
JAMES A.D. WHITE, Registration No. 43,985
MICHAEL J. WISE, Registration No. 34,047
ROBERT G. WOOLSTON, Registration No. 37,263
JAMES J. ZHU, Registration No. 52,396
all affiliated with Perkins Coie LLP.

Direct all telephone calls to Steven D. Lawrenz at (206) 583-8888. Address all correspondence to:

Customer No. 25096
Perkins Coie LLP
P.O. Box 1247
Seattle, Washington 98111-1247
(206) 583-8888

In accordance with 37 C.F.R. § 3.73(b), I hereby certify that I am empowered to act on behalf of the Assignee. To the best of my knowledge and belief, title is in the Assignee, as evidenced by the Assignment noted above.

I further declare that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Title 18, USC § 1001 and that such willful false statements may jeopardize the validity of this application or any patent resulting therefrom.

ASSIGNEE: Amazon.com, Inc.

Signature: Stephen C. Bishop

Typed Name: Stephen C. Bishop

Title: Assistant Secretary

Date: 25 August 2003

Address: 1200 12th Avenue South, Seattle, Washington 98144-2734